

Trade Notes...

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United States and Hungary Sign Trade Agreement

Hungary agreed to reduce or suspend tariffs on \$180 million worth of key U.S. agricultural and industrial imports annually, effective April 2002. U.S. agricultural products covered include almonds and pecans. The Hungarian government has also substantially increased its 2002 tariff rate quota for baby chicks and bovine semen at duty-free rates. Under agreements designed to pave the way for Hungary's accession to the European Union, European exporters were given tariff preferences for many items entering the Hungarian market. By signing such agreements, Hungary risked losing benefits received under the U.S. Generalized System of Preferences. In light of Hungary's recent commitments to the United States, Hungary will continue to enjoy participation in the U.S. trade preference program. Look for a feature article on market opportunities in Hungary in an upcoming issue of *AgExporter*.

Russians Buy U.S. Horses for Racing

Russian buyers purchased four breeding horses at the Fasig-Tipton Midlantic Mixed Auction in Maryland, in December 2001. The sale, the first one to Russia since 1995, was the result of the efforts of the Maryland Department of Agriculture (MDA) in cooperation with FAS Moscow staff and U.S. Livestock Genetics Export, Inc. Prospective Russian buyers, who are currently trying to jump-start horse racing in Moscow and St. Petersburg, visited the United States in May 2001. This tour was followed by a Market Access Program-funded, MDA-organized trade mission to Russia to develop a better understanding of the Russian horse industry. U.S. exports of breeding horses have risen rapidly over the last three years and exceeded \$324 million in 2001, an increase of 118 percent from the previous year.

CCI's Approach To Market Development Pays Off in Turkey

Turkey ranks as one of the largest export markets for U.S. cotton, thanks to Cotton Council International's (CCI) approach to market development. Starting in the mid-1990s, CCI used a combination of U.S. industry and FAS market development programs to launch the COTTON USA Advantage program in Turkey. The U.S. market share grew to 40 percent on sales of 613,000 bales in marketing year 2000/01, and the value of U.S. cotton exports to Turkey rose sharply from \$39 million in 1998/99 to \$150 million in 2000/01.

New USDA Online Directory Links Food Exporters With Customers

The Export Directory of U.S. Food Distribution Companies provides a one-page entry on more than 70 companies, including the products they carry, the services they provide and their contact information. Indices in the back of the directory allow the user to search by region or product. The Web-based guide is produced by FAS and will continue to be updated and expanded. You can access the guide at: www.fas.usda.gov/agexport/directory/main.html

Companies wishing to be included in the guide are encouraged to request an application form by contacting Sharon Claggett at: Tel. (202) 690-3416; E-mail: Sharon.Claggett@fas.usda.gov